Goal, Audience and Message: The Nuts and Bolts of Using Effective Communications and Storytelling to Advance Your Public Health Agenda

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 Goal, audience(s), message, messengers are the foundation of any successful communications/policy campaign





Exercise 1 – determine goal, audience and message for your mock communications campaign scenario



Messengers

• Rule #1 – selected based on credibility with your target audience(s)



Exercise 2— Building on the past exercise, determine who the messenger(s) will be.



Storytelling

Adding a face to your message

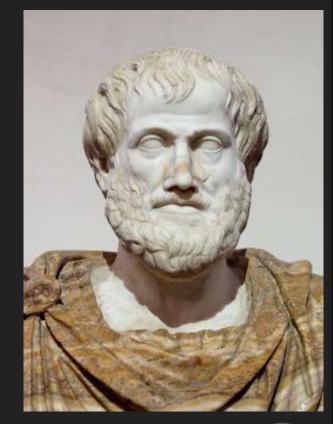








Logos (logic), ethos (ethics/credibility) and pathos (emotion), the components of a winning argument.





Storytelling Examples...







Exercise 3— Building on the past two exercises, come up with one potential storytelling element.



What Makes Something News?

 "News is an event, occurrence, action that has an impact on an audience in either a direct or emotional way."







How to make something "news" – step 2...

Timely, easy to understand, local and a picture.





Exercise 4 – Building on the past three exercises, plan one proactive news (earned and social) execution, and determine when and how they will be released.



- For the execution you identified, what is the pitch you give to a reporter – remembering what makes something news.
- What are the two questions you want to be asked?
- What are the two questions you don't want to be asked?





Staying on message, rapid response, bridge and pivot

Don't let go of the wheel!





Exercise 5 – In all public-policy campaigns, conflict frequently arises. Building on the previous exercises, how will you stay on message and stay focused?



"There are two ways of spreading light: to be the candle or the mirror that reflects it." Edith Wharton



Questions?

